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UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Adjustment Administration
Washington, D. C.

March , 1941

NOTE: This outline of marketing quota educational work was prepared in North Dakota for use there. Although the program laid out is made to fit conditions in one State and may or may not emphasize points that will be important elsewhere, other States may find it helpful in mapping their own plans.

SUGGESTED PROCEDURE FOR EDUCATIONAL WORK PREPARATORY FOR WHEAT QUOTA VOTE

Systematic educational procedure carrying information to all people of the county is essential if wheat growers are to vote intelligently on wheat quotas. It is desirable to enlist the help of all agencies and organizations and work them into the plans to help in this educational effort.

I. County Committee Meeting to Plan Procedure

A. Purpose

1. To arrange plans and procedure and delegate responsibilities to each organization or agency willing to help in the effort

B. Attendance

1. County AAA committee
2. Farmer fieldmen
3. Extension district supervisor
4. FSA county supervisor
5. Representative county homemakers' council
6. County extension agent and associate agent
7. Representative of 4-H Club council
8. Representative county Farmers Union
9. SCS technician

C. Suggested procedure for committee meeting

1. County AAA chairman in charge
2. Statement of necessity for thorough educational campaign on outlook material and situation making necessary the vote on wheat quotas -- District Supervisor or County Extension Agent
3. An appeal to all organizations represented to assist in educational effort -- Farmer Fieldmen
4. Explain methods, procedure and duties of each organization and agency willing to help -- District Supervisor or Extension County Agent

II. Procedure and Method for Educational Work

A. County training meetings

1. Purpose:

To train each individual taking part in the educational effort in subject matter and methods. To arrange places and dates for follow-up school-house meetings and outline publicity and advertising material

2. Attendance

- a. County and community AAA committeemen
- b. FSA county supervisors
- c. President or representative from each Homemakers' Club in county
- d. Local leaders of 4-H clubs
- e. SCS technicians
- f. President County Farmers Union

3. Program at County Meeting

- a. County AAA chairman in charge
- b. Purpose of meeting -- County Chairman
- c. Necessity for thorough educational work to inspire intelligent voting on wheat quotas -- Farmer Fieldman
- d. Women's interest in wheat quotas -- Associate Agent or Substitute
- e. Outlook material -- District Supervisor or Extension Agent
- f. Discussion on outlook material and wheat quotas
- g. Assign duties to individuals and organizations represented and arrange dates and places for follow-up school-house meetings -- Extension County Agent
- h. Plan and arrange for businessmen's meetings -- Extension County Agent
- i. Appointment of township wheat quota committee (See VA)

B. Duties of individual and preparation for holding school-house meetings

1. County committee

- a. In general charge of educational effort
- b. Conduct school-house and businessmen's meetings when necessary
- c. Assist in planning procedure and methods

2. Extension Agents

- a. Furnish subject-matter material
- b. Assist in planning procedure and methods
- c. Aid county committee in general direction of educational work
- d. Conduct school-house and businessmen's meetings when necessary
- e. Have general charge of publicity and advertising

3. Community committeemen

- a. Arrange for meeting places
- b. Assist in advertising through posters, telephone, personal contact and news stories
- c. Be chairman of local meetings when necessary
- d. Report on local meetings

4. Representatives of Homemakers' Clubs

- a. Assist in advertising school-house and community meetings through telephone and personal contacts
- b. Announce community-outlook meetings at Homemakers' meetings
- c. Discuss at community meetings the subject "The Interest of Women in Wheat Quotas."

5. Associate agent

- a. Assist in planning women's activities in the educational work
- b. Discuss outlook materials and wheat quotas at the Homemakers' Clubs and women's meetings

6. Farm Security supervisors

- a. Assist in school-house meetings when necessary
- b. Assist in advertising school-house meetings through circulars, charts and personal contact
- c. Assist in advertising businessmen's meetings through telephone and personal contact

7. SCS technicians

- a. Assist in advertising school-house meetings through letters to cooperators and personal contact

8. County Farmers Union Locals

- a. Hold discussion meetings on wheat quotas
- b. Contact County AAA committee for speakers

C. Community or School-house meetings

1. Note: The community meetings are the most important activities in effectively carrying outlook and wheat quota information to the people of the county.

Thorough organization for the meetings and effective presentation of material are essential. These meetings should follow soon after the county meetings. They should be small meetings and enough of them to thoroughly cover the county.

2. Programs at school-house meetings

- a. Community committeemen in charge
- b. Thirty minutes on outlook for 1941 -- County Committeemen, Extension Agent or Community Committeemen
- c. Fifteen minutes on "Women's Interest in Outlook and Wheat Quotas" -- Local Representative of Homemakers' Club or Associate Agent
- d. Open discussion on outlook and wheat quotas

III. Homemakers' Club Meetings

- A. Note: Each representative of a Homemakers' Club attending the county training meeting should be given outlook and wheat quota information and asked to discuss these subjects at the next Homemakers' meeting, and urge women to attend community outlook and wheat quota meetings.

IV. Businessmen's Meetings

- A. A businessmen's meeting should be held in every town where no community meeting has been held. The county committee should put on the meeting for the businessmen -- not the businessmen for the farmer
- B. Preparation for meetings
 1. First copy letters to each businessman and his wife
 2. Special arrangements in the way of refreshments and entertainment may be provided where facilities permit
 3. Program
 - a. Forty-five minute talk on 1941 outlook and world wheat situation by Extension Agent or County Committeemen
 - b. Open discussion on material presented

V. Follow-up with Wheat Quota Information

A. Appointment of wheat quota committees

1. Three wheat growers shall be appointed in each township to work directly under the community committees who in turn work directly under the county committee
2. Duties of township committees
 - a. It shall be the duty of the township committees to inform farm people of the wheat situation which makes wheat quotas necessary, through personal contact and assist community committeemen in a farm-to-farm canvass

B. Providing information for committees

1. The Extension Agent shall supply information on the wheat situation in the form of circular and chart material
2. The county committee will be responsible for getting the information to and training committeemen
3. A county meeting of all committeemen will be held two weeks before the wheat quota vote which is expected to be the 31st of May

A. Purpose of county meeting of committeemen

1. To give information to committeemen on the wheat situation and instruct them in methods of contacting farm people
2. Speaker from State Office will discuss wheat quotas at the county meetings
4. Committeemen shall be kept informed at all times on the most recent information on the wheat situation through letters and circulars

VI. Subject-Matter Material for Educational Work

- A. Special circular -- North Dakota Farm Outlook for 1941 --
Harry G. Anderson and Florence P. Day
(Printed copy supply now available)
- B. Summary of 1941 outlook and outline (Mimeographed copy distributed at AAA Annual Meeting)
- C. Chart material (On order -- will be sent out as soon as received)

Suggested Calendar of Publicity
Calendar of Publicity
for Referendum on Wheat
Marketing Quota

Week of	State	County
WEEK OF FEB. 17	1. County or county report on wheat loan, emphasizing huge supplies of grain in state and nation.	1. County article reporting wheat loan total, storage situation of wheat, elevators, and farm storage facilities.
	2. Brief article outlining methods being used to dispose of wheat surplus.	2. Local material emphasizing surplus and farm grain storage under North Dakota conditions.
WEEK OF FEB. 24	1. How crop insurance is taking extreme variations out of wheat production. Report on 1941 program.	1. County report on crop insurance, pointing out how production risks are being reduced. A failure without insurance may be disastrous next fall, especially in view of large surplus now on hand.
	2. Outlook for wheat, pointing out huge surpluses Canada, U. S. and other countries, plus blockades.	2. Farm story stressing importance of wheat loans to farmer, supporting prices in view of market situation. Cite local wheat price of 1932 in comparison with now. In 1932 national wheat supply was just about equal to what we have now. In 1932 wheat sold for 25¢.
WEEK OF MAR. 3	1. Article portraying the effect of various farm programs in maintaining "even normal" granary.	1. Indicate measures growers have taken in county in recent years to adjust wheat production. Cite facts showing cooperative effort. Point out good crops and loss of foreign markets last two years have piled up surplus in spite of adjustments.
	2. Outline situation at present compared with 1932.	2. Prepare window exhibit illustrating value of loan program to farmer. Place exhibit in at least one store window in every town in the county.
		3. Sent out letter calling attention to AAA radio program on Friday.

Period	State	Duty
WEEK OF MAR. 10	1. Summary of crop insurance program, estimating guaranteed production, connected with other programs. 2. Article from NDAC showing how loans have changed marketing procedure. 3. Winter wheat prospects from AC.	1. Final county estimate on crop insurance program. Guaranteed yield in 1941, question potential value of crop in view of market situation. 2. Check on available film strips in State Office if you have a projector. 3. If you can borrow a sound movie projector, State Office has several sound films.
WEEK OF MAR. 17	1. Article on wheat loans, expiration, renewal problem, possibilities of loans in 1941 in view of surplus	1. Review county loan situation, outline regulations, stress value to growers, suggest problem if loans not made in 1941. 2. Furnish editors with local and national wheat supply information for an editorial on quota.
WEEK OF MAR. 24	1. Outline provisions of AAA Act regarding marketing quotas. Quote state sentiment on proposition. 2. Issue pamphlet reviewing wheat situation, possible steps which could be taken.	1. Quote local farmers on wheat situation, show concern over possible lack of appreciation over seriousness of outlook. Cite local storage problem. 2. Report AAA meetings, pointing out need for action to protect wheat markets. 3. Story on exhibit, dates and places where it is being shown.
WEEK OF MAR. 31	1. Review progress made through co-operative farm effort in improving farm situation. Show adjustment of marketing as key to whole effort. 2. Article from NDAC pointing out how family living in state depends on wheat for cash income. Place of crop in state economy	1. Tell how farmers in county have worked together in improving soil, adjusting production, results achieved, problems still existing. 2. Quote demand on part of farmers in county for work to be done to insure continuance of wheat loan program. Cite local examples of individual profit last year through wheat loans.

Period	State	County
CONT'D.	3 Report on educational work done in 1941 on all phases of farm program, meetings held, attendance, interest, sentiment of growers.	5 Local wheat seedling program, crop outlook, adjustment being made, etc.
WEEK OF APR. 7	1 Article from NDAC on wheat crop prospects, including outlook for North Dakota. Expressing doubt as to income in view of surplus situation and loans.	1 Issue letter to all farmers calling attention to surplus situation, danger of no wheat loans, stressing cooperative effort needed. Use cartoons on letters.
	2 Cite resolutions of county committees, farmers and others demanding meetings to be held to prepare for referendum on marketing quotas.	2 Quote statements from local producers urging attention and consideration to marketing quota to insure wheat loans and prevent market demoralization.
	3 Prepare and release mat emphasizing wheat surplus problem and need for market quotas to keep supplies within demand.	3 Report action planned by county committee to inform local people on wheat problem. 4 Contact editors to see that mats and stories on quota are carried. This material is released by Tom Gildersleeve.
WEEK OF APRIL 14	1 Announce plans of State committee and Extension Service for educational work on marketing quota proposition.	1 Announce county meeting to develop plans for referendum. Keep close to local significance. Invite editors or reporters.
	2 Estimate cash benefits to farmers through wheat loans past two years. Stress what loss of loan program would mean to state.	2 Prepare and issue factual material for discussion groups, to be handled by community committees. 3 Show movies and film strips. 4 Rework window exhibit and re-schedule it.
WEEK OF APR. 21	1 Release statement on quota referendum, question and answer style. What plan proposes to do, etc.	1 Stress need for local schools to be informed on wheat problem. Indicate that all committees will be to bring information to schools. Play up any features such as movies or film strips.
	2 From NDAC on householder angle, how family incomes will be affected if no loans, importance to homes.	2 Report educational plans developed at county meeting. List dates, places, etc.

Period	State	Count
CONT'D.		3. Send letter outlining action to be taken in county, seriousness of situation. Use cartoons.
		4. Give editors information for editorial on quota.
WEEK OF APR. 21	1. Article on how marketing quotas are working in South. Experience when discontinued, extent of favorable vote, how growers gained. Compare to North Dakota.	1. Release article from business angle, stressing increased cash incomes and benefits through programs and loan. Estimate cash loss to county if wheat income dropped to 1932 level.
	2. Announce series of radio talks by farmers. (Suggest one a week to May 19, two the week of May 19, three or more final week over all stations.)	2. Explain details of marketing quota plan. Show connection with all AAA farm program activities.
	3. Issue cartoon mat (if possible) on enormous extent of surplus wheat.	3. Quote additional farm experiences and statement as to importance of wheat loan program. Security offered by farm storage, etc.
		4. Store on crop prospects in county tying in county wheat supplies.
WEEK OF MAY 3	1. Outline activities underway in State to bring marketing quota formation to all farms. Show action being taken on local farm initiative.	1. Report on what schools, Home-makers, 4-H, other organizations, are doing on marketing quota situation. Show how all interests in county affected.
	2. Report from NDAC on crop outlook and market situation.	2. Continue farm articles on benefits of wheat loans.
	3. Release popular pamphlet questions and answers on marketing quota.	3. Distribute informational material to all wheat growers.
		4. Display exhibits on quota and loans.
		5. Send out letter calling attention to AAA radio program on Friday. Arrange broadcasts locally in counties where facilities are available.

Period	State	County
WEEK OF MAY 12	<ol style="list-style-type: none"> 1. Review benefits under AAA programs, conservation accomplished, key play of loans, stress cooperative action, emphasize referendum date. 2. Cite wheat situation facts, emphasize Canadian situation, national defense. 3. Issue cartoon mat (if possible) showing plight of farmer if wheat loan pulled out from under him, drowning in an ocean of wheat. 4. Prepare and release for county distribution poster announcing wheat quota referendum. 5. Increase use of radio talks. 	<ol style="list-style-type: none"> 1. Outline benefits of AAA farm program obtained in county, what loans have done, how cooperation has worked and critical situation on quotas. 2. Report local meetings and activities, educational work, special attention by groups. 3. Quote business men on how loans have kept county going, schools, etc. 4. Announce week's radio broadcasts. 5. Distribute posters throughout county.
WEEK OF MAY 19	<ol style="list-style-type: none"> 1. Interpret provisions of marketing quota, give examples of probable results in state if adopted, indicate effect if turned down. Tell who may vote, how voting is handled, etc. Very complete, clear article. 2. State article on what farm program, loans, etc. have meant to business in State. 3. Release mat (cartoon if possible) showing how farmers can voluntarily decide their production and marketing problems. Play up referendum date. 4. Make use of radio talks by farmers. 	<ol style="list-style-type: none"> 1. Answer local questions using names of farmers on how marketing quota would work in county. What failure to approve would mean. 2. Describe plans for holding referendum. Names of committees, voting places, who can vote, etc. 3. Announce radio talks, both state and local. 4. Report on meetings and educational work done in county.
WEEK OF MAY 26	<ol style="list-style-type: none"> 1. Give simple summary of pros and cons of marketing quotas. Stress date, importance of voting. 2. Report sentiment of growers on quota question, summarize work done. 3. Increase radio talks over all stations to at least three during week weeks, with final climax the two days prior to voting date. 	<ol style="list-style-type: none"> 1. Present final details as to who may vote, where, urging all to vote, briefly state issues at stake. 2. Send post card to all growers with referendum details. 3. Announce radio talks during week. 4. Contact editors for editorial urging every farmer to vote at election.

1. Wheat: Sources of U. S. Supply 1923-40
2. U. S. Exports of Farm Products 1919-39
3. Wheat: World supply and price 1923-40
4. Wheat: Estimated stocks in major exporting countries
as of July 1, 1922-40

D. Marketing quota information (already sent out)

1. W.R.N.D. 25
2. Wheat marketing quotas provisions of the Agricultural
Adjustment Act of 1938
3. Wheat marketing quotas, questions and answers

E. National Defense information

1. European war, national defense and American agriculture
(U.S.D.A. Circular)

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